a brush disposed in sliding contact with the commutator for shorting each coil during a commutation period to reverse a direction of current in the coil,

wherein each magnet has a main part and an extension at an end of the main part to generate in the coil an induction voltage that counteracts a reactance voltage,

wherein the main part and the extension have a similar uniform thickness;

wherein a magnetization in the extension part at an end side in a rotation direction of the armature is stronger than that at a boundary part between the main part and the extension, and

wherein a magnetic dipole orientation in the main part is directed to a rotation axis of the armature, and magnetic dipole orientation in the end side of the extension is directed to a radially outer side from the rotation axis of the armature.

22. (New) The direct current motor of claim 21, wherein each magnets have thinned ends at both terminal ends.

23. (New) The direct current motor of claim 21, wherein the magnet has a visible member thereon at a location other than a planar surface, which is attached to a housing.

24. (New) The direct current motor of claim 23, wherein the visible member is provided at a position deviated from a center of the magnet in a circumferential direction.

25. (New) The direct current motor of claim 24, wherein the visible member is provided within a range of the main part.

26. (New) The direct current motor of claim 24, wherein the visible member is provided at one terminal end of the magnet.

27. (New) The direct current motor of claim 24, wherein the visible member is a recess.

28. (New) The direct current motor of claim 24, wherein the visible member is a colored marking.